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THE

Pacific Pharmacist

An Independent Journal Devoted to Progressive Pharmacy

Vol. 13

SEPTEMBER, 1919

No. 5

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A PLACE MUST BE READY FOR EVERY RETURNING SOLDIER AND SAILOR PHARMACIST.

About ten thousand Soldier and Sailor Pharmacists will return to civil life. They have given up business or good position to answer the call of their country.

What are the "stay at homes" going to do for them? A period of reconstruction confronts American Pharmacy as it does every other endeavor. The reconstructive period will be quite as serious for those who are at home as it will for those who soon will commence to return. Every American Druggist is face to face with the highest duty to returning pharmacists, to himself and to American Pharmacy.

The American Pharmaceutical Association has appointed a Committee to handle the difficult problems about to arise along common sense and broad lines, so that true help may be rendered and conditions may not become chaotic. The Committee has an appreciation of its enormous task. It means to be helpful in many directions. Aside from finding places for every returning Pharmacist, it plans to secure for them registration and educational facilities of very great benefit.

WE NEED THE HELP OF EVERY DRUGGIST LOYAL TO COUNTRY AND PHARMACY.

THE ADVISORY COMMITTEE OF THE AMERICAN PHARMACEUTICAL ASSOCIATION FOR SOLDIER AND SAILOR PHARMACISTS.

C. O. BIGELOW, CHAS. E. CASPARI,
H. C. CHRISTENSEN, EDWARD SPEASE.
FRANK H. FREERICKS, Chairman.

Every American Pharmacist is urgently requested to immediately fill out and detach the following Questionnaire and mail it to Frank H. Freericks, Chairman, Mercantile Library Bldg., Cincinnati, Ohio:

STATE..... CITY..... STREET.....

1st: Give name and last-known address of employee, if any, now in the service.

.....

2nd. Was he a registered Pharmacist or registered Assistant?

3rd: Is he a graduate in Pharmacy?

Was he attending College?

4th: Is his position with you open for him on his return?

5th: If you are the successor of one who is now in the service give his name and

last known address.

6th: If a neighboring druggist has sold out and closed store to go into the service,

give his name and last known address.....

7th: Will you have a position for a returning pharmacist when the time comes?

If so, at about what salary?

8th: Do you believe it possible that you would have employment for a partly dis-

abled Soldier or Sailor Pharmacist

9th: Would you consider selling your store to a returning Pharmacist? If so, what

do you ask for it?

How much cash required? What is business annually?

10th: Would you entertain a partnership offer from a returning Pharmacist? If

so, how much money required?

What is annual volume of your business?

(Signed)

The Committee will be under great expense to carry on its work. It will gladly accept contributions. If so disposed, make your check to H. M. Whelpley, Treasurer, and enclose with Questionnaire.

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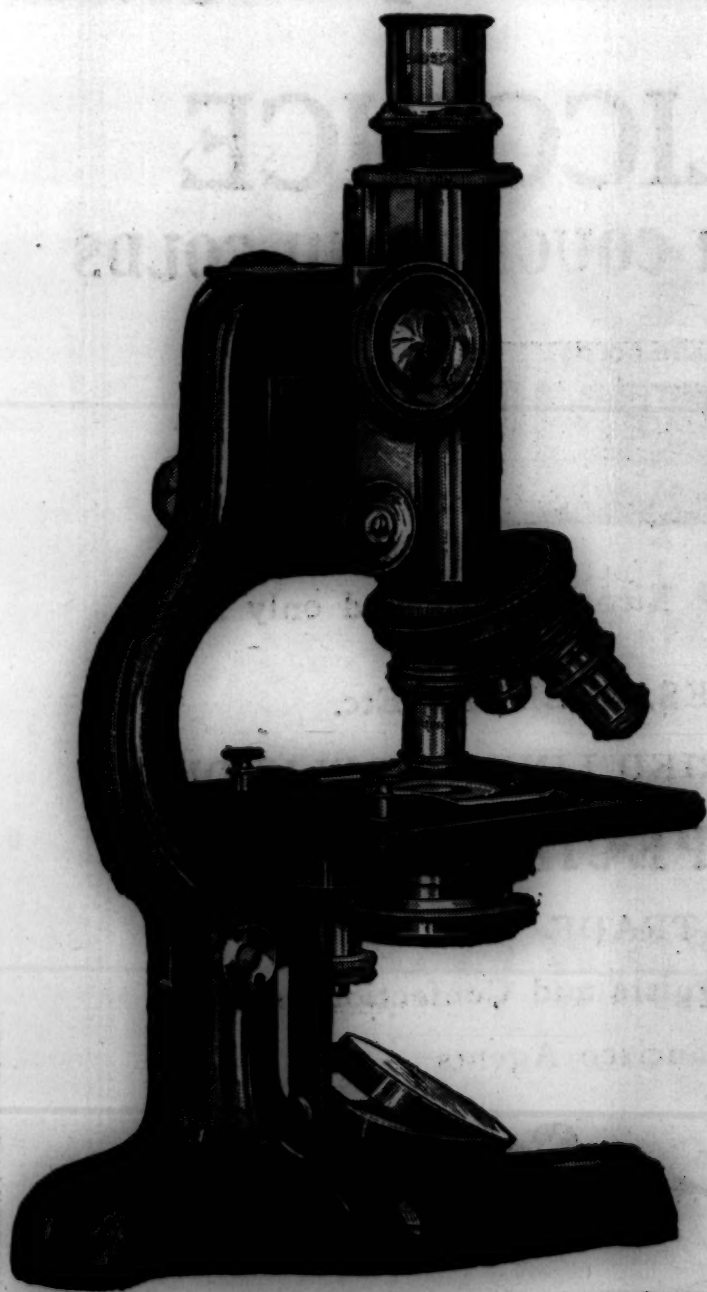
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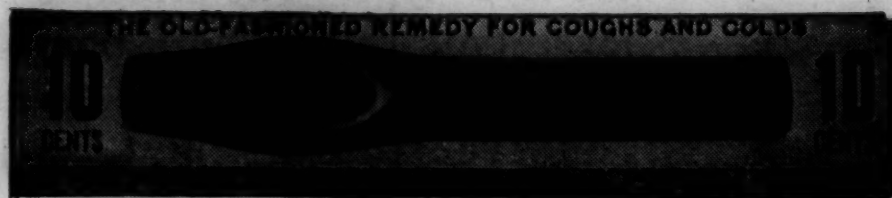
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Or a Heavyweight Pugilist.

"I've got nine chemists to indorse your tooth powder."

"Eh?"

"And six professors."

"Shucks. I'd trade the indorsements of the entire outfit for one movie actress."—*Kansas City Journal.*

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"If mah husban' evah beats me," said Mrs. Tolliver Grapevine, "dey kin sen' him to de whippin'-pos' if they wants to, but dey'll have to wait till he gits out'n de hospital.—*Pinehurst Outlook*.

Footing the Bill.

REDD—The doctor said he'd have me on my feet in a fortnight.

GREENE—And did he?

Sure. I've had to sell my automobile.—*Yonkers Statesman*.

There was once a surgeon who never had "adhesions"—but he is in heaven.

A golfer who watched Evans play
Remarked, on a bright summer's day:

"Say, Chick, when you drive
The ball seems alive,"

Which made Chick exceedingly gay.

Limericks of the Links.

A caddie who reeled in the sun
Remarked, as his day's work was done:

"Say, why do these dubs
Carry seventeen clubs

Before they have learned to use one?"

—*Grantland Rice*.

"Business as Usual."

PEEVISH CUSTOMER (to druggist)—
You gave me prussic acid by mistake
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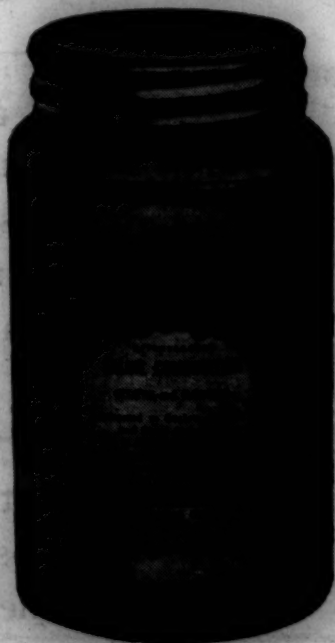
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THE Pacific Pharmacist

An Independent Journal Devoted to Progressive Pharmacy

Vol. XIII.

SEPTEMBER, 1919.

No. 5.

Published on the Fifteenth Day of the Current Month on behalf
of the Pharmacists and in the interests of the Drug Clerks.

H. B. CAREY, Manager

Editorial Staff:

J. H. DAWSON

H. B. CAREY

F. W. DESSEL

Address all communications and make all checks and money orders payable to The
Pacific Pharmacist, 1294 Ninth Ave., San Francisco, California.

Communications on questions pertaining to Pharmacy and the Drug Business are
solicited. The name of the writer should accompany every article, not necessarily for
publication, but as a guarantee of good faith.

EDITORIAL

ANCIENT METHODS IN EXAMINATION.

It may not be amiss at this time to discuss the method of giving examinations by State Boards of Pharmacy to determine the fitness of an applicant to practice Pharmacy. It is a regretful fact that from all we can learn the didactic method of asking questions in the fashion of fifty years ago still exists. In truth students to prepare for such examinations simply cram a lot of simple facts and definitions into the mind just long enough to pass such an examination. These same candidates often know absolutely nothing about the underlying principles of the questions answered. The parrotlike committing to memory what some quiz master may say is a favorite subject, is common and sometimes the only preparation such a candidate may have for the practice of his profession. The granting of a license to such an individual cannot certify to his proficiency and is, indeed, unfair to those who have prepared in a thorough educational way. The memorization of a quiz compend never can be a substitute for proper educational methods. If reasoning and technical knowledge were called for in the examinations the quiz compend student would soon fail to make a sufficient showing for license.

The PACIFIC PHARMACIST believes

that it would be an exhibition of modern methods if the following points were kept in mind by examiners: The student, for example, may be given ten points for knowledge of technical language, ten points for the ability to express ideas graphically, and ten points for interpreting ideas in the same manner, or if this is too complex give twenty points for the ability to write clear good English; thirty points for critical ability and thirty points for ability to reason from facts.

An examination in which the above points might be made use of in a thorough practical way would be an admirable means to thoroughly test a student's fitness to practice his profession. A phonograph may repeat exactly what was said to it when the disc was being made, but that is as far as it can go; it is only a machine. A person who would practice a profession should be more than a machine. He should have the ability to understand, reason, interpret, and otherwise know what he is doing.

To be able to properly examine students requires a thorough knowledge of the subject in question on the part of the examiner. With our present ancient methods of selecting members of the Board of Pharmacy in the payment of political debt and favors we can hardly expect much reform in the

methods of giving examinations. Everyone who knows anything about the present methods will agree there is much room for improvement.

BUBONIC PLAGUE

No little concern has been recently caused by the finding of Plague, Pneumonic type, in the City of Oakland. According to reliable information fifteen deaths have occurred in the first half of the month of September. The cases at first did not attract special attention in as much as they were diagnosed as influenza. The careful bacteriological examination and further careful clinical study revealed the disease as Plague. All pneumonias until otherwise proven should be regarded as suspicious and great care should be taken to prevent the spread of this dreadful disease. The local boards of health are very much concerned and are bending every energy to assist in positively diagnosing all suspicious cases. Two physicians and four nurses have been victims, and so far the mortality is 100%.

Every effort should be made to destroy rodents, especially the ground squirrels which are known to spread the disease. Pharmacists who live in the territory known to have the disease should make every effort to encourage the people to destroy these pests. We sincerely hope that the disease may be promptly stamped out as we had scourge enough last year with influenza.

HOMEOPATHIC PREPARATIONS

There has been no little misunderstanding in regard to whether or not Homeopathic preparations, known as potencies, tinctures, or attenuations, are taxable under the law. According to recent information from the Collector of Internal Revenue's office, dealers in such remedies must possess a retail liquor dealer's license. If you are dealing in Homeopathic remedies and desire to continue to do so, don't delay in taking out your license. Safety first.

THE BLACK LIST

It has come to our attention from several sources that some pharmacists are seriously concerned over the low standard of integrity among employes. That some employes are light-fingered and devoid of any sense of common honesty is a condition which has long existed and probably will continue to do so; but when it becomes apparent that the offense is decidedly common and at times a wholesale connivance then something should be done. To cure such serious defects of character is not in our province. We believe, however, some concerted action on the part of employers might quickly reduce the number of such employes. If the employer were to require unqualified letters of recommendation the dishonest clerk would soon find himself continually hunting for a job and shortly forced out of the profession. If this was not sufficient, then a black list might be maintained so that an employer could at least dodge these whose reputations had been notorious. If a few such clerks were deliberately trapped and prosecuted criminally to the limit, it might serve as a wholesome example to those who have never learned that honesty is the best policy. Honesty is one of the greatest virtues an employe can possess. Without honesty a man is a dangerous employe and the quicker we get rid of him the safer will be our business.

THE HYPOPHYSIS GLAND.

This interesting little ductless gland is found at the base of the brain, and a medicinal preparation of it is commonly known as pituitary extract, one of our common pharmaceutical remedies. This material is now used in the practice of medicine, being well known for the powerful influence it has on the contraction of the uterus. It is one of our valuable remedies, and recent experimental evidence points to the fact that it is in some way concerned with the

metabolism of carbohydrates. Just at present the full functions of this gland are not definitely known but it would appear from recent research that there is some definite relation between the gland and the carbohydrate mechanism of digestion. Possibly in the near future we may have some more important data on the etiology of diabetes.

BENZYL BENZOATE AND BENZYL ACETATE

These new preparations synthetically made promise to, in large measure, take the place of opium in overcoming the spasm of the smooth muscles. They are said to behave very much like papaverin, but have a very low toxicity as compared with opium and its constituents. This bit of interesting research proves the contention we have had for many years; namely that many of the active constituents of crude drugs, valuable as they may be, can often be markedly improved by synthetic chemistry; for example procain, formerly called novocain, is practically as good as cocaine and several times less toxic. Again, everyone doing ophthalmic work knows the advantages of homatropine over atropine.

These illustrations are quite sufficient to show that there is an abundant field of useful worth-while chemistry awaiting the youth who is properly qualified to handle problems in organic chemistry. We sincerely hope that our schools of Pharmacy will soon be recognized as of sufficient importance to merit the financial backing, which will encourage greater interest in this wonderful field of practical Pharmacology. These discoveries are the milestones in the practice of Pharmacy and Medicine to which we may point with some degree of pride and satisfaction.

DENATURED ALCOHOL.

It is regrettable that denatured alcohol is being improperly used by many people who are desirous of a substitute for strong drink. It is even said that information has been furnished by some

druggists as to how a user of it may neutralize the poison therein. While there may be no law to punish a person for giving information of this kind, yet it is clearly evident there should be such law. Many of these unfortunate drinkers will attempt to use such a drug if given any encouragement at all, and sooner or later will come to grief, since there are many different substances which may be used to make denatured alcohol. Fortunately, we believe, there are few pharmacists who would under any circumstances assist a nefarious traffic of this kind. If the proper authorities could get definite information, there is doubtless some way provided for justly merited punishment. The intent of the law is clear, and such alcohol is not intended to be taken internally. The Government has recently, through the Collector of Internal Revenue, given warning that denatured alcohol must be labeled "Poison" and have the skull and cross bones symbol. In other words the buyer is given to understand that he is playing with death in case he attempts to use it as a beverage. This is in reality the truth as death and blindness have occurred from use of denatured alcohol.

REQUIREMENTS FOR PHAR- MACY SCHOOLS IN ILLINOIS.

A college or school of pharmacy, to be approved by the Department of Registration and Education of the State of Illinois, shall meet the following requirements (effective September 1, 1919):

Incorporation—Be incorporated independently as a college or school of pharmacy, or be a department of a regularly incorporated educational institutions, or be conducted by an incorporated pharmaceutical society.

Laboratories—Have buildings provided with laboratories adequately equipped for instruction in chemistry, pharmacy, microscopy, botany, bacteriology and other laboratory subjects

usually taught in the course of study in a school or college of pharmacy.

Course of Instruction—Give instruction in the specific subjects, a knowledge of which is commonly required of candidates for a degree in pharmacy by the better pharmacy schools in the United States. The required courses for the lowest degree shall include a minimum of fifteen hundred hours of instruction with not less than six hundred clock hours of lectures and recitations and not less than eight hundred clock hours of laboratory instruction.

Faculty Requirement—Employ a dean or other executive officer, whose duty shall be to exercise supervision over the curriculum and students and have charge of administrative matters generally. Maintain a well organized faculty composed of men selected primarily for their recognized mastery of their respective subjects and for their teaching ability. Provide at least three expert and thoroughly trained teachers who devote their entire time to the School or College of Pharmacy in instruction or research, or both.

Graduation Requirement—Require as a prerequisite to graduation the successful completion of a fully graded course of instruction of at least fifteen hundred clock hours, covering two sessions of at least thirty weeks each and not less than twenty-one clock hours actual work each week, with at least eighteen months elapsing between the beginning of the first session and the ending of the second. No credit shall be given for any instruction received between the hours of six p. m. and seven-thirty a. m., nor shall any credit be given for any part of a pharmacy course taken by correspondence.

Admission Requirements—Require that an applicant for admission be a graduate of an approved high school (four year course) with not less than 15 units in acceptable subjects, or of an approved institution of equal rank, or shall have passed an examination conducted by the Department of Registration and Education of Illinois, or

the Commissioner of Education or like State officer of another State in acceptable subjects covered by the four year course of an approved high school and amounting to not less than 15 units. No conditions of any kind shall be allowed in the preliminary requirements. In every case the student's qualifications of preliminary education shall be verified by the pharmacy school accepting the applicant, by direct correspondence with the schools previously attended by the student, and the original documents showing such verification, or certified copies of the same, shall be kept on file in the executive office of the pharmacy school, where they may be available for inspection at any time.

Definition of "Unit"—By a unit of high school credit is meant a year's study in a single subject, it being understood that the school year shall be not less than thirty-six weeks, that classes shall recite five times a week, that the recitation period shall be not less than forty minutes, that in science subjects there shall be double periods twice a week, and that double time shall be demanded in subjects like drawing, manual training and bookkeeping, in which little or no outside study is required. Fifteen units represent approximately four years of high school work.

Attendance Requirements—1. That the instructor keep accurate records of daily attendance of students.

2. That a student be in actual attendance at the school within the **FIRST TWO WEEKS** of each session and thereafter; and

3. That in order to obtain credit for a course in any subject a student must have attended not less than 80 per cent. of the instruction given in that subject, including lectures, recitations and laboratory practice.

Advanced Standing—Require that in order to obtain advanced standing the first year's work shall have been done in an approved school of pharmacy. The recipient school shall require and

keep on file a properly certified transcript of the student's record at the former institution; and it shall be the duty of an approved school of pharmacy upon request of the student to furnish him such certified copy of his properly completed record. In no case, however, shall credit by advanced standing be given for any part of the last year, commonly called the "senior" year.

Promotions—Promote to the second year no student conditioned in more than one sixth of the work of the preceding year; nor give credit by examination or otherwise to a student transferring from another school for any work at the school previously attended for which he failed to receive credit at that school.

System of Records—Keep full and complete records which show clearly and in detail the credentials of admission, attendance, graduation and financial accounts of each student.

Catalogs—Issue annually a catalog or similar publication, setting forth the requirements for admission to the school, the tuition rates, the schedule of the classes, the dates of sessions, the courses offered, the requirements for graduation, and a complete classified list of its matricules and latest graduation class; also the names of members of the faculty, showing official rank and training. In case any member of the faculty is not offering instruction during the period covered by the catalog, the words "not in residence during....." shall be inserted after his name, the period of absence being indicated.

No school or college of pharmacy or department of pharmacy of a university will be accepted, or retained as in good standing, on the list of approved schools of the department, which publishes, in its annual catalog or otherwise, any misrepresentations regarding its curriculum, faculty members or its facilities for instruction.

MAKING ADVERTISING EFFECTIVE.

Discussed by an Expert Before the Chicago Association of Commerce.

One of the most important meanings—and probably the primary meaning—of the word "advertising" and when we boil it down to the last analysis, has to do with the dissemination of news; that is fundamentally what advertising is. When you are advertising your business or your employer's business, the closer you can keep to telling your public some news about that business—its product, its methods, its ideals, its service, and everything connected with it—the nearer you come to framing an effective message that will convince your public and make your public prefer your goods.

What is Your Message?

That, to my mind, in looking at advertising activities for any sort of concern, is fundamental, absolutely the starting point. Your message—what is it? What is it to be? You or your concern may be manufacturing goods in a competitive line highly competitive. To the untrained or unthinking eye your product, your way of putting it out, and everything pertaining to it, is no different from that of your neighbors. You have the habit, perhaps, of depending upon the resourcefulness, the personality or the acquaintance of your salesmen to make sales. That is absolutely the wrong point of view from which to approach any advertising proposition.

We are all human beings in this room. We are all men. We all wear shirts, vests, coats, trousers and shoes, and to that extent we are alike; but each one has a personality that is his own exclusively. Every business that is worth while has a personality, has something about it that is distinctive, that is its own. It may lie in a process of manufacturing; it may lie in an ingredient of a product; it may lie in some factory method; it may lie in credit arrangements; it may lie in the

methods, standards, and ideals back of that business; but it is there, and you will find it if you dig for it. That is your first job and your hardest job in undertaking any kind of advertising proposition!—to dig for the kernel of that message; and when you have got it, or think you have got it, and have analyzed it up one side and down another, and convinced yourself that it is there, and that you have correctly interpreted it, then hold onto it; do not let anybody swerve you from your line by coming around with some new proposition that will run you into a sidetrack.

Avoid Byways—Go Straight Ahead.

Stick to the main road. That is the thing to do in advertising. The byways and the little lanes that branch off from time to time may take you into prettier scenery, but they do not take you to the country seat where you are driving. They are roundabouts.

That is the hardest thing to do in advertising. It is the hardest thing we in the business professionally have to do—to keep the advertiser on the main track, keep him sticking to it, keep him from forgetting that this old world of ours is emptying and filling itself all the time, and that the people who read the message last year, or five years ago, do not constitute all the people who can read it, and who are capable of being influenced by it.

In the first place, in adopting the ordinary forms of advertising, one telling of your story does not reach everybody, because only a relatively small percentage of the people who run through the columns of our daily papers in the morning, or who ride past the billboards, or ride in the street cars, and take a cursory glance up on each side, or who go through the monthly magazines, even see the advertisements printed there; and then another relatively small percentage of that total actually reads them; so you always have that continuing audience of the people that you start with.

Then, too, there are the new ones coming along.

Four Essentials of Good Advertising.

The thing to bear in mind at all times is that in order to serve its proper functions every advertisement, whether printed in a newspaper, or appearing in a magazine, or spread on a dead wall or a billboard, or put up in a street car, must comply with at least four specifications:

It must be of a character and in a position to be seen, or it is not any good.

It must be read, therefore, it must be of a character to invite reading.

It must be understood when it is read, therefore, it must be in plain, simple language, that will carry its story without any very extensive elaboration.
—Western Druggist.

RECORDS THAT TAKE THE "GUESS" OUT OF BUYING.

By WALTER ENGARD

A very prominent credit man just recently said: "If I could stop extravagant, unintelligent, buying, I could prevent one-half of the business failures and I could raise one-quarter of all retail merchants from being almost failures to at least a small degree of success." This opinion is general among all the leading credit men of this country. It has been stated by credit men that for every five dealers who could sell goods well, there is only one who can buy properly.

Stocks that go into the store are the food upon which the business strength is built. Your methods of selling, of display, of advertising, of handling the customer, important as they are, only go to dispose of that which is purchased. Buying is the foundation upon which any business is built. Good buying makes a solid foundation upon which to build, while poor, unintelligent buying makes a poor foundation and eventually it will give way and the business will come down in a

wreck. The good buyer is the builder of the future of your business, and as surely as time makes days into yesterdays, just so surely the buyer holds in his hand the majority part of destiny of your business.

The three most important elements of success in any retail business depend upon the buying end of the business almost entirely. These three elements are: First, the volume of sales. The sales are affected through the buying in several different ways. The buyer must be posted on what stock to carry if the store is to secure every possible sale and thus increase its volume of sales. The buyer must also be posted on what grades of merchandise the store should carry. He should know in what quantities he should buy the various articles of stock in order to have on hand sufficient stock to supply the demand. Second, the percentage of profit depends on the buying. The buyer should be in a position to know just what quantity of each article he should buy in order to secure the larger per cent. of profit and yet never overstock. He should know the sales possibilities of each article so that he will not overstock and be compelled to sell at a cut price in order to rid his stock of slow sellers and thus cut the percentage of profit. Third, the rate of turnover depends upon the buying. Every good buyer appreciates the importance of turnover and will endeavor to increase his rate of turnover, for he realizes that profits are found in rapid turnover. He also realizes that goods in stock too long will finally cause a loss to the store although sold at the regular retail price, for he realizes that the interest on the investment will soon eat up the margin of profit. He also knows that with a more rapid turnover he releases capital which he may invest in other lines of goods and thus secure additional volume of sales for the store and incidentally increase the profits.

Therefore the good buyer will have three things in mind when placing an

order for any line of goods. First, the selling possibilities of the article. Second, the percentage of profit and Third, the turnover.

We often wonder what is back of a good buyer's guess, but the good buyer does not use guess-work in his buying. He realizes the importance of strict accuracy and has provided his business with records that enable him to buy intelligently. These records show him the selling possibilities of every item of stock, he does not guess at such an important factor in the success of his business. His records also show him the rate of turnover he is securing on every article and this enables him to eliminate the dangers of overstocking. His records show him which articles he may purchase in larger quantities and thus secure the better price and increase his profits.

Buying has always been one of the important phases of successful merchandising, but in these days of rising costs, decreasing margin of profit, and the keener competition, together with the coming of peace and the reconstruction period which will bring about new conditions none of us can yet foretell, makes the necessity of good buying even more imperative than ever before.

Profits begin with efficient buying. No matter how well your goods are displayed, how well they are advertised, nor how efficient and well trained your sales force may be, you can not overcome the handicap of poor buying sufficiently to operate your business under present conditions with even a moderate success.

Few retail druggists realize the importance of stock records, but efficient buying can not be done through guess-work. Good, efficient, intelligent buying can only be done through the use of accurate records. A system of records that will give the merchant the necessary information on each individual article that he may intelligently place an order for that particular article and secure the best price and

at the same time boost his rate of turnover.

It is stated that fully eighty-five per cent. of all failures in the drug business are caused through over-buying, and inseparately coupled with over-buying, is slow turnover. Of course, slow turnover automatically results from over-buying, and together they cause the downfall of the druggist.

In order for the druggist to put his buying upon an efficient basis he should provide his business with, first of all, a "Buying and Stock Record" card, such as illustrated in Cut No. 1. This card should be 4x6 inches. One of these cards should be provided for each article of stock. Upon this card should be entered the name of the article, and the price. The price should be entered showing the price per each, ounce, pound, dozen or in whatever manner it is purchased or priced in small quantities, and also showing the price in quantity. For instance, take some certain "patent medicine" upon which the price in dozen lots is \$12.00 with a 5% discount if ordered in dozen lots and straight \$12 a dozen if in half-dozen lots and in quantities of six dozens the price is \$12.00 with a discount of 15%. Then you will enter on this card as follows: Price— $\frac{1}{2}$ doz. \$6.00; 1 doz. \$12—5%; 6 doz. \$12—15%. You will also note that this card provides for entering the minimum and maximum amount of stock and the best selling months; this will be secured from the "Sales Summary" card, Form No. 2, which we shall take up a little further on in this article.

As soon as you have provided a card for each item of stock and have entered the name and price as explained, then you will take these cards and go through your stock and enter the amount of each item you have on hand as provided for by this card. Entering the date and the amount on hand.

To facilitate the taking of stock you should divide these cards among the clerks and let each one take a certain

section of the store. At the close of each month you will go over your stock again, entering the date and the amount of each item on hand at this time. If you have purchased any additional stock during the month you will enter the amount purchased under the heading, "Quantity Purchased" as provided on this card.

Now, when you are placing an order for any stock you will turn to your "Buying and Stock Record" card, bearing the information on that particular article or articles which you are about to purchase and there you have the amount of stock of that article there was on hand at the first of the month. If there has not been any new stock of that particular article purchased in between, then by subtracting the amount on hand at the close of the month from the amount on hand at the first of the month, you have the amount that has been sold during the month and thus you will know whether it is advisable to purchase additional stock. For instance, when installing this system you find that you have 15 bottles of a certain patent medicine on hand and at the close of the month when you again take stock you find that you have only 3 bottles left, deducting 3 from 15 you find that you sold 12 bottles during the month, and you buy accordingly. If your record shows that the minimum stock for this article is 12 bottles and the maximum is 24 bottles and that the best selling months are March and April, then if ordering for the months of March and April, you will want to order enough stock to bring your stock up to the maximum—but if you are ordering during an off season for this article you will merely order enough to bring it up to the minimum amount. Now suppose that during the month you had received an additional stock of 12 bottles, you would add the amount of stock on hand at the first of the month to the amount purchased and from this total you would subtract the

amount on hand at the close of the month, thus:

15 (amount on hand at first of month) plus 12 (amount ordered) would be 27 minus 3 (amount on hand at close of month) would leave 24, the number of bottles sold during the month.

From these records you can deduct the advisability of buying in larger quantities, and by so doing take advantage of the larger discount, freight prepaid, etc. On the other hand, you can also determine the slow sellers and avoid buying in large quantities.

Oftentimes you will find an article that does not sell as fast as you had thought, this record will bring it to light and you can buy in smaller quantities and thus tie up less capital.

For instance, you may be handling a certain item which you have been purchasing in quarter-pounds and from your records you find that the sales possibilities of the item are sufficient to warrant its purchase in pound lots and thus secure a saving of 10 per cent. Or you might be purchasing certain lines in 5 pound lots when you should be buying them in 50 and 100 pound lots and thus securing an additional discount. On the other hand there may be some items which you have been purchasing in pound lots upon which the sales do not justify the purchase of more than $\frac{1}{4}$ pound at a time. In short, such a record gives you the full stock and sale history of each item and by following your records carefully you may greatly increase your profits, speed turnover and lessen the capital tied up in slow selling stock.

Now you will also provide a "Sales Summary" card, Form No. 2. On this card you will keep a record of the sales of each item by months. You will also keep a separate card for each item in stock, entering the name of the article and the price. At the close of the month when you take your stock and enter the amount on hand on the "Buying and Stock Record" card

you will determine the amount of each article sold during the month as explained above and enter the amount sold on this "Sales Summary" card opposite the month during which it was sold. This card provides for keeping these records for four years. This card becomes more valuable as time goes on, for it is the record over a period of years that enable you to figure the selling possibilities of the article. For instance, if this record shows you that there is more of a certain article sold during the months of May and June of each year than all the other months put together, this is enough to tell you that your stock should be the largest during this period while during the balance of the year you may allow your stock to depreciate in size. This record will also show you what articles have a steady demand throughout the year. It will show you the amount of any stock you may reasonably expect to sell during any period of the year.

With these records there is no excuse for overbuying or underbuying, as it dependably serves as a safety valve to the most important end of your business—the buying end. With them you can easily increase your turnover to the point of seven or even ten times a year, and such a rate of turnover is mighty profitable for the druggist. By increasing your rate of turnover you will release capital that you may well use to add additional lines to your stock and thereby increase your volume of sales as well as your profits.

The good buyer is always on the lookout for new stock to offer his customers, but before purchasing very strongly he will stock a small amount and see how the trade takes to it. He goes very slow on any article until he can gauge the sales possibilities of it. The very first question he asks himself is: "Will there be sufficient sale for this article to justify the stocking of it?" Then, "Are the manufacturers reliable on quality, satisfaction and deliveries?" Then he will consider

the price, discount, margin of profit. etc.

He does not take the manufacturer's word for it that a certain article is a big seller; he finds out for himself. If it proves to be a "comer" he is in on it, all the while with his finger upon the pulse of the trade ready to detect any falling off in the demand through his sales records, and the minute its popularity begins to wane he begins to draw in and get ready for the demand to cease.

With such records of his stock and sales he eliminates all guess-work in buying. He KNOWS. He doesn't play the game of Business Blind Man's Buff and take chances on stocking the articles the public MAY demand. His records show him what articles are in demand, and at what time of the year the biggest demands come in and in what quantity that demand comes.

Buying & Stock Record Card Form No. 1

Article Minimum

Price Maximum

Best Selling Months

Date	Quantity in Stock	Quantity Purchase	Date	Quantity in Stock	Quantity Purchase

Sales Summary Card Form No. 2

Article..... Price.....

Year	19	19	19	19
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
Total:				

THE LAW ON PROFITEERING, ETC.

It has occurred to me that perhaps the readers of these articles, which include business men in every known line, would be interested in knowing what the law is on the subjects which are now being so loudly discussed all over the United States, viz.: hoarding, profiteering and the high cost of living generally. The newspapers are publishing reams of wild talk from themselves and everybody else, most of which is based on a total misconception of the law, and what can be done along those lines under the law. I have not seen any real presentation of the law anywhere.

First consider the Lever Act, which one sees mentioned frequently. The Lever Act was passed primarily to conserve food products and other war necessities, and covers only foods, feeds, fuel oil, natural gas, fertilizer and materials for same, tools, equipment and equipment to produce them. The great mass of products outside of those named were not subject to the Lever Act at all.

The Lever Act was a war act, which will die as soon as the treaty of peace is signed. It prohibits destroying necessities to enhance the price or restrict the supply, allowing deterioration for the same purpose, prohibits hoarding, monopolizing, engaging in unfair practices, conspiring to limit production, transportation, distribution, or to raise prices.

Under the Lever Act, or under the common law, the hoarding of food products to enhance the price is unlawful. I don't mean that John Smith, owner of fifty tubs of lard, couldn't hoard it—he could do more; he could destroy it. There is no hoarding unless it materially affects the general situation. Putting food in cold storage for the coming scarce season is not hoarding.

There is nothing in the Lever Act which gives anybody any right even in war time to fix the profit a merchant

shall make on the products covered by it, and the Government officials admit that now, though they did not at first.

During the war they controlled prices and profits by licensing large jobbers who sold retailers (they could not license the retailers themselves unless they did over \$100,000 yearly.) Then if a small unlicensed retailer sold at prices which the Food Administration thought excessive, they got after him through the licensed jobber who sold him. The jobber was told to cut him off or lose his license. I have always believed this to be illegal, but the question was never raised by any of its victims.

I have written the above to show that even under the Lever Act there is no authority which punishes hoarding even of the war necessities covered by it, except under sharp restrictions, and there is no authority at all which prevents "profiteering" or which enables anybody to fix your profit or mine and compel us to sell at the percentage fixed.

Outside of the products covered by the Lever Act the law is even more impotent, for there is nothing on the subject at all. If a shoe dealer wants to buy shoes at \$6 and sell them at \$26, there is nothing on the statute books to stop him. Otherwise, of course, if he has a monopoly in shoes, or if he combines with his competitors not to sell below \$26.

Nor could there be, in my judgment, any act passed under our Constitution, which would allow such profit fixing. The law has always taken the position that the price a man puts on something which he owns is his own business, and that if he makes it too high his competitors will cut below it and consumers will not buy of him, thus bringing him down again.

Hundreds of newspapers have been predicting that the Government would get after dealers or manufacturers who were charging excessive prices on shoes, clothing and other things outside of food. It will never be done, I predict, unless the Government can find an un-

lawful combination somewhere. If I am a dealer in men's clothes I have a right to ask what I please for my stock, and so long as no misrepresentations are used, and the public is free to take it or leave it, nothing can be done.

There is very little law having to do with the question of profit. No court has ever said what was a fair profit for selling hardware or butter or women's waists. There has never been a law authorizing a court to do so, and for reasons given above, I do not believe there could be.

And as a practical, rather than a legal question, how could there be? Take A, a cash dealer running on very low overhead, with an expense of 7 per cent. Take B, running on 13 per cent., and C, a fancy dealer, giving his customers all sorts of conveniences, running on 30 per cent. How could a law fix a profit for these three dealers, and for a multitude of others whose conditions would differ about as widely. It could not be done. To be sure, the law might base its idea of profit on what C would have to get, but that would be nuts for A and B, who could with that standard exploit themselves as low-profit men in a way highly embarrassing to C. No, I am clear that in the case of individual dealers, not participating in any unlawful combination or monopoly, their conscience is the only possible restriction upon their profits.

The law has always looked differently on goods which are necessities of life than on articles like diamonds or finery, for obvious reasons. But even with necessities, and even in war time, the law has never, except very indirectly, tried to fix dealers' profits or even to influence them, except by moral suasion. Members of labor unions can combine to fix their prices, but dealers cannot. If they all, without combination, take advantage of an obvious opportunity to raise prices, they are immune from anything like legal punishment, as far as I can see.

I feel like saying that everything said

above applies equally well to rent profiteering, as it is called. All over the country threats have gone up as to what was going to be done to the man who raised rents. But have you seen even one case brought? No, and you will not. A man's real estate is his own and he can put whatever price on its use that he likes. The fact that it may be the only vacant house in town is a mere detail. Nobody can fix his price for him under either present or future law.

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SUMMARY OF THE PROCEEDINGS OF THE TWENTIETH ANNUAL MEETING OF THE AMERICAN CONFERENCE OF PHARMACEUTICAL FACULTIES.

PREPARED BY THEODORE J. BRADLEY,
SECRETARY.

The twentieth annual meeting of the American Conference of Pharmaceutical Faculties was held at the Hotel Pennsylvania, New York City, on August 25-26, 1919. Delegates were in attendance from about thirty colleges located in twenty-four States. The President, Dean Charles B. Jordan, of Purdue University School of Pharmacy, Lafayette, Ind., presided at all sessions and his Presidential address was one of the features of the meeting. Of the constructive recommendations made by the President, the following were adopted after consideration and report by a special committee on the address:

1. That the dues be increased from \$10 to \$25 per year for each member college, and that the entrance fee shall be \$25 hereafter.

2. That the executive committee prepare a budget showing the amounts that can properly be expended by the standing and other committees of the Conference, for expense.

3. That the executive committee take steps to have the Conference co-

operate with other organizations to suitably memorialize the service rendered by pharmacists in the Great War.

4. That the Conference approve the exchange of lectures between members of the faculties of member colleges.

5. That a special committee be appointed to prepare a memorial to the Carnegie Foundation, requesting that an investigation be made of pharmaceutical education in the United States, similar to the investigations already made of medical education, dental education, etc.

6. That the Conference appoint a special committee to collect and distribute information on prerequisite legislation to aid in the securing of such legislation in States not yet having a prerequisite in pharmacy, this committee to act jointly with a similar committee of the National Association of Boards of Pharmacy.

7. That the Conference reaffirm its adoption of high school graduation as a requirement for entrance to all member colleges after July 1, 1923, and to recommend that this entrance requirement be made effective at an earlier date when possible.

The secretary-treasurer, Theodore J. Bradley, of Massachusetts, presented his report, in which the President's recommendation that the dues in the Conference be increased was endorsed. The total receipts of the Conference for the past year amounted to \$492.66, while the expenditures were \$863.72, the deficit being made up from the accumulated balance in the treasury. The balance on hand July 31, 1919, was \$686.27, of which \$600 is invested in Liberty Bonds.

Reports of the various standing and special committees were received as follows:

Executive Committee—J. A. Koch, of Pennsylvania, chairman.

National Syllabus Committee—T. J. Bradley, of Massachusetts, chairman.

Committee on Higher Educational

Standards—W. J. Teeters, of Iowa, chairman.

Committee on Faculties—Zada M. Cooper, of Iowa, chairman.

Committee on Curricula and Teaching Methods—J. W. Sturmer, of Pennsylvania, chairman.

Committee on Activities of Students and Alumni—R. A. Lyman of Nebraska, chairman.

Committee on Relations of Pharmacy Schools and Other Professional Schools—W. F. Rudd, of Virginia, chairman.

Committee on Research—Henry Kraemer, of Michigan, chairman.

Committee to Consider and Report on the Question of the Establishment of Two Classes of Pharmacists and Corresponding Courses in Colleges of Pharmacy—Jacob Diner, of New York, chairman.

Committee to Work Out Methods of Presenting the Advantages of Pharmacy as a Calling to High School Students—W. B. Day, of Illinois, chairman.

Joint Committee on Examination Questions—E. A. Ruddiman, of Tennessee, chairman.

Committee on Relation of the Colleges with the Boards—Charles E. Caspari, of Missouri, chairman.

All of these committee reports will be published in the Proceedings of the Conference, and several of them will appear in other publications.

H. H. Rusby, of New York, read a paper on "The Betterment of Salary Conditions in Our Schools of Pharmacy," and, after discussion, it was voted that the executive committee send copies of this paper to the administrative heads of all colleges of pharmacy with the request that steps be taken to secure additional funds, so that the salaries paid to teachers in the pharmacy school can be materially increased.

W. H. Ziegler, of South Carolina, presented a paper on the teaching of pharmacodynamics and related subjects in pharmacy schools, which was

thoroughly discussed by many of the delegates present.

It was voted to appoint a representative for the Conference on the newly organized pharmaceutical publicity committee, representing all the interests allied with pharmacy and to pay its share of the expenses of this committee.

It was voted to accept the invitation for the Conference to be represented in the National Drug Trade Conference.

The following officers were elected for the ensuing year:

President, Wortley F. Rudd, of Richmond, Va.; vice-president, Julius A. Koch, of Pittsburgh, Pa.; secretary-treasurer, Theodore J. Bradley, of Boston, Mass.; chairman of the executive committee, Henry Kraemer, of Ann Arbor, Mich; members of the executive committee, Charles B. Jordan, of Lafayette, Ind.; Julius W. Sturmer, of Philadelphia, Pa.; Rufus A. Lyman, of Lincoln, Neb.; member of the Pharmaceutical syllabus committee, E. Fullerton Cook, of Philadelphia, Pa.

COMMERCIAL ETHICS.

BY BURWELL S. CUTLER,

DIRECTOR OF THE BUREAU OF FOREIGN AND DOMESTIC COMMERCE.

It has ever been true that no community of action can be brought about between two or more men without a community of interest. In the absence of an incentive truly mutual, even if not mutually equal, co-operation lags and active relationship between the two parties dies out.

Commerce, defined as an exchange of values, does not eventuate between two traders when one of them can find no value for himself in the transaction. Or having chanced a trade in the hope of finding profit and then being disappointed, he will not continue to trade in that particular direction. Repeat indentures, whether between individuals or between nations, depend wholly and exclusively upon an equity of satisfac-

tion continuously felt and frankly acknowledged.

Although this is so obvious as to be almost trite, yet we must be ever and always reminded of it when we discuss our commercial relations with other nations of the great Pan-American Union, because traders North and South are likely to be thinking of orders only, the passage of merchandise in volume, and not the spirit which creates the trade.

Commercial Trickery Bad Salesmanship—Repeat Orders Essential to Success.

There is a belief among the cynical ones of commerce that the hungry buyer will favor with his orders any business house of nation which quotes low prices regardless of the seller's lack of known reliability. I have heard it said that in the Far East, particularly, only commercial speculators, adventurers, or pirates can do business, because they expect to capture from each buyer one order only and are willing to quote any low price on any set of specifications desired, knowing perfectly that their goods are inferior and will be a disappointment on arrival; in other words, it is the policy of commercial trickery. The cynic who thinks such methods are necessary in any part of the world, simply because its people want inexpensive goods, is not only an ignorant economist but totally deficient in salesmanship. As for his morality, he might just as well propose to commit perjury in a court of law; one lie is as bad as the other.

But, of course, we are to think primarily of the well established businessman or his concern whose object is to build up and maintain a continuously agreeable and profitable trade. He knows instinctively that he must have a satisfied customer all the time. The initial expense of finding the reliable customer, whether he be buyer or seller, frequently adds so much to the overhead cost of the first transaction that no profit remains, and yet he has fore-

seen this and is prepared to accept it in favor of repeat business free from contingency. Sometimes adverse conditions govern for a long preliminary period; for instance, the financial state of a foreign country may make the opening of trade depend on financial aid to the buyer, either in the form of loans or merchandise consignments, for a year or more, and this concession takes at least 6 per cent. bodily out of the profits. And our far-sighted merchant consents when able, because he is building up successful trade relations, and is not scheming for one or two profitable orders; he is not making a raid on the market; he is disposing of his output in the years to come.

Overstocking of Customers Objectionable—Reputable Houses Should Have Preference.

In the organization of their sales forces the largest and best concerns of the United States—and this is equally true of like concerns in South America—do not demand of new commercial travelers a great sheaf of orders on their first trips, regardless of consequences; what they do require is a showing on subsequent trips, a constantly growing clientele on the firm ground of satisfaction and confidence. Indeed, I have known salesmen to be summarily dismissed by such concerns for persistently overstocking customers on big orders regular in every way, but too forcefully stimulated.

In brief, the responsible concerns of North and South America, on whom we depend for Pan-American solidarity, practice a far-sighted system of foreign trading designed for a term of years and predicated on the smiling satisfaction of their customers; speculative order taking has no place in the program.

It must also be said that our South American brothers should prefer their trade relations with North American houses of established high repute, if they want the certainty of fair treatment. For those concerns only are the ones which know they must protect

their investment and their good will by judicious settlement of such errors of practice and misunderstanding as may inadvertently occur. It is the experience of the Bureau of Foreign and Domestic Commerce, in its role as volunteer mediator of Pan-American trade disputes, that representative North American houses are zealously eager to make the amende honorable every time. On the other hand, irresponsible commercial pirates regard any deal as closed after they have secured their money and they avoid adjudication as a burglar does a police court.

There is no such thing as a superabundance of information about any man or his concern when we are dealing with him for the first time. Nor will he refuse to report his whole background and his history unless he has something to conceal. I wish that the habit of commercial confession, on which North American domestic credits are based, might be emulated in Latin-American countries instead of it being so often thought a species of impertinent familiarity.

Of course, there is no morality involved in a transaction when two traders meet each other fortuitously for the secret purpose of tricking each other. When the victim of "horse trading" cries out that the animal he received for his spavined horse was even more spavined and also foundered, the Bureau of Foreign and Domestic Commerce as mediator retires from the paddock with a smile of seren detachment. The Pan-American deserves just what he gets and nothing else.

Bodies for Arbitration of Trade Complaints.

This leads to mention of the splendid machinery for arbitration of trade complaints set up between the Chamber of Commerce of the United States and the Bolsa Commercial of Buenos Aires. It is a model that should be adopted by every South American country through its leading organizations, for, as I understand it, it pro-

vides first for helpful suggestion to the parties in the case, then mediation by locally selected judges, and finally, in the event of intractability, for judgment in favor of the injured party if one appears. The Bureau of Foreign and Domestic Commerce expects to deliver to this impartial tribunal all complaints that defy friendly mediation after they come to us.

Please do not for even a moment infer from this discussion that we find Pan-American trade relations greatly beset with complaints or difficulties of understanding. As a matter of fact, the course of this trade for several years back, even during troublous war conditions, has been singularly free of conflict. Instead of disputes there has been a constantly augmented flow of warm commercial sympathy and admiration. The official correspondence of the United States Department of Commerce with South America frequently reads like the billet doux of a successful courtship.

Need of Commercial Creed.

But now that we have learned one another's ways and viewpoints, what common tenet of commercial faith may be found, what creed of ethical value to which all our business interests may adhere? It seems to me that we ought to have a standard, a touchstone, by which our mutual trade conduct is measured and guided. The home, the church, and the State acknowledge, each for itself, a platform of moral declaration by which it appeals for support to the peoples of the world. In different lands the articles of faith vary, but they never deviate from the supreme purpose of inculcating a common morality in accordance with the best thought of the land. The great institution which we call business deserves such a creed, so that men North and South may acknowledge it, just as most of us acknowledge allegiance to the Ten Commandments of Moses, a creed to which the guardians of economic integrity—and every honest bus-

iness man is such a guardian—to which he may point and say, "You may count upon me to follow that ideal so far as it is humanly possible." It would then be possible for us to hold up any phase of business conduct to the creed and to determine how far it followed the ideal or departed from it. It would mean that in the very beginning of a transaction the several parties involved would accept the guiding principles in which they could concur without debate and thereby clear the ground of any basic misunderstanding before actual trade ensued. It would mean the same unity of spirit and purpose that actuates all the members of a church or of a political party. It would satisfy the intense longing of the honest and capable business men within the realm of the Pan-American Union to know each other better, so that co-ordinated business conduct is made easy and pleasant.

Needless to say, the adoption of such a creed would automatically exclude from our confidence those individuals who could not or would not subscribe to its articles.

Without doubt there exists in the minds of most good business men a list of non-ethical practices which are known to commerce but are abominated. These frequently take the form of prohibitions expressed in negative terms, such as a resolution that we will not attempt to ruin another man's market by the process of selling goods below cost next door to our competitor's best customer for the sole purpose of annihilating that competitor and his customer at any cost. Likewise, no good management will throw a hard-pressed dealer into bankruptcy for the purpose of stealing his business. Neither will a good management secretly bribe a customer's purchasing agent to take goods of inferior quality at high prices. No good management should deliberately hire the valuable employees of another concern for the purpose of crippling it; this is an evil which is too prevalent now and would be abolished if there could be an agreement on

its unmoral character. No good management thinks it permissible to adulterate the goods of a competitor and then to sell as of representative value in order to damn the competitor in the eyes of his regular trade. Even the practice of selling second grades or so-called job lots at properly reduced prices may be considered justifiable only when the goods are indelibly marked for recognition as to second quality by the consumer.

There is no need to recite the entire list of tricky practices which the high-minded commercial men of North and South America condemn as individuals. These, however, might be carefully rehearsed and written down and by a process of studious analysis reduced to several fundamental prohibitions in principles on which Pan-American agreement could be expected. I would, however, be in favor of an explicit and detailed exhibit of those practices as the first step in formulation of the creed, so that the underlying principles would be thoroughly apprehended by those people who need daily direction in the same way that the great moralist Moses gave it to them.

Practically all instances of suspicion directed against a customer or competitor as to his motives would completely disappear if we knew that he had pledged himself to a code that we ourselves support.

Further, let me say that business should explain to the world the irresistible economic laws on which it is founded; it should encourage and advertise the superb morality of its directing heads; it should formulate and profess a creed appropriate to the commercial idealism of the day, and it might, with great profit, define a code of business honor which good business everywhere would gladly embrace for its own protection.

Business Integrity to Replace Credits Destroyed by War:

At this particular juncture of world affairs, when we may count the loss by

war of \$250,000,000,000 worth of accumulated credit, representing the earnings of millions of people during the last century, we must look forward to commercial operations based on future earning capacity. The credits and the negotiable values which were available to us in July of 1914 have been diverted to other uses or have completely disappeared. This is primarily true of Europe, but its effects are even now being directly felt in the new world. From now on commercial credits and confidence will be based, to a large degree, on the future earning power of the people in all parts of the world. Those countries which have been wholly occupied in warfare will be called upon to redeem the inflated currency issued by their governments; they will be called upon to produce raw materials and finished commodities in such volume that a surplus over their own normal needs will accumulate and be translated into financial credits. In other words, only a part of a nation's fiscal strength will be found in values now existing. Since our dependence for the resumption and expansion of commerce will depend very largely on the future ability of peoples to earn an excess livelihood, and since we must accept promises to pay at a future date instead of demanding immediate delivery of gold, we are in the position of relying on the moral integrity of business interests everywhere to make good their promises. Could any time, therefore, be more propitious for the formulation of moral values in business and for a complete comprehension and acceptance of a code of honor binding us closer and making of the peoples within the realm of the Pan-American Union an economic unit working for their common salvation?

CALIFORNIA COLLEGE OF PHARMACY OPENS.

On September the 3rd the California College of Pharmacy opened its doors for the forty-eight annual session. Gaston E. Bacon, president of the Board

of Directors of the California College of Pharmacy, in a few well chosen words of advice and counsel to the new class declared the College officially opened for the new year. Following the address of welcome Mr. Bacon presented the members of the Faculty, who gave a symposium on the subject of Alcohol. This proved to be especially entertaining to the new class who had much to learn upon this important subject. After the symposium Dean Frank T. Green made several announcements of importance and invited the students to obtain their books and necessary requisites without delay. The incoming class is one of the largest in the history of the School, being more than seventy in number. This, together with the return of a number of the soldier boys for the completion of the senior work, gives the College considerably more than one hundred students.

SEMI-ANNUAL MEETING OF THE A. D. F. I. CO. EXECUTIVE COMMITTEE.

The executive committee of The American Druggists' Fire Insurance Company held its mid-year meeting in Cincinnati on August 15 and 16. Many important questions found the consideration of the committee. It appointed Mr. R. R. Shoaf, of Topeka, Kans., as agent for that State, in place of Mr. A. O. Rosser, who has located in California. It made final arrangements for opening business in the State of Oklahoma.

The first half year was found to have brought a splendid growth in business. On July 1 the company had in force insurance amounting to \$25,577,832.96, at a premium of \$277,097.30.

During the first half of the year it wrote insurance amounting to \$14,152,876 at a premium of \$150,127.46. The fire losses for the first half year amounted to \$18,438.50, expenses to \$37,104.62, and there was paid for re-insurance \$34,631.02.

On July 1 the assets of the company

amounted to \$582,896.13, and after deducting liabilities of \$7,717.48, and re-insurance reserve or unearned premiums of \$106,670.17, the net surplus of the company as to policyholders amounted to \$468,507.48. The executive committee ordered an additional investment in Government securities of \$50,000.

TO CLEAN PIANO KEYS.

An effective method for properly cleaning piano keys is given in a recent issue of the "Chemist and Druggist." The keys should first be rubbed with a cloth soaked in benzine, in order to remove the grease. They should then be polished with prepared chalk which has been moistened with sal volatile. In case the keys have been detached, they may be cleansed by the peroxide of hydrogen bleaching process.

A NEW IDEA IN DRUG-STORE SALESMANSHIP.

Selling the public on vaccination against contagious diseases is a new idea in drug-store merchandising. This method of selling biologicals is pursued by druggists in various sections of the country.

A druggist in the Middle West, for instance, employed newspaper space during the height of the epidemic last winter urging the public to go to their physicians and have Influenza-Pneumonia Vaccine (Prophylactic) administered. This druggist not only received many complimentary comments from physicians, but he did a big business in Influenza-Pneumonia Vaccine.

There is every reason to believe that there will be a recurrence of last winter's malady. This is exactly what has happened in previous epidemics. Influenza-Pneumonia Vaccine (Prophylactic) was extensively employed last winter. In one section of the country, according to clinical reports, the vaccine reduced the number of influenza and pneumonia cases to one-third, and the death rate to one-quarter.

Parke, Davis & Co. are giving wide publicity to Influenza-Pneumonia Vac-

cine (Prophylactic) through the medium of the medical press and their vast army of detailists and salesmen. An excellent opportunity is presented for the druggist to share in some good business. Why not order a supply of Influenza-Pneumonia Vaccine and inaugurate a local campaign among physicians and the public?

THE CHEMIST.

He juggled with a dingy lump of coal
And out there came the gorgeous
red and blue,
Bright greens and yellows (dyes of
every hue
Unrolled before us like a vivid scroll),
And perfumes sweet that satisfy the soul.
Then his enchanted wand he waved
and drew
Pure dolg from ash heaps, and where
nothing grew
Called fields of waving corn. He
maketh whole
With healing balms or smites with
instant death;
The earth, the air, the sea he conquereth,
But with no weapons of the common
sort
(He wields the test tube, crucible,
retort),
Yet at his magic valiant armies flee,
Or stricken, fall before his wizardry.
—Lulu Gaines Winston, in Philadelphia Public Ledger.

THE SUCCESS FAMILY.

The Father of Success is Work.
The Mother of Success is Ambition.
The oldest son is Common Sense.
Some of the other boys are Perseverance, Honesty, Thoroughness, Foresight, Enthusiasm and Co-operation.
The oldest daughter is Character.
Some of her sisters are Cheerfulness, Loyalty, Courtesy, Care, Economy, Sincerity and Harmony.
The baby is Opportunity.
Get acquainted with the "old man" and you will be able to get along pretty well with all the rest of the family.—
The Rotator, San Diego, California.

THESE ARE SUPERIOR PRODUCTS

Arsaminol

(ARSPHENAMINE)

AND

Neo-Arsaminol

(NEO-ARSPHENAMINE)

"606" Equivalent**"914" Equivalent**

Made in the U. S. A.

TAKAMINE LABORATORY, New York, N. Y.

Under Federal License and Government Inspection

License No. 2, 2a, 2b, 2c

Meets the Most Exacting Requirements**LOW TOXICITY**

Reduced to a minimum and lower than the Government Standard.

GREAT SOLUBILITY

Dissolves instantly in water at room temperature. No heating required.

HIGH THERAPEUTIC VALUE

Contains Government standard of Arsenic, which therapeutic value is enhanced by low toxicity.

These products are manufactured by Dr. Takamine (discoverer of Takadiastase and Adrenalin) and chemists lately associated with Dr. Hata, co-worker with Prof. Ehrlich, discoverer of "606" and "914."

PRICE LIST AND DISCOUNTS ON APPLICATION

Pacific Coast Distributors

PACIFIC WASSERMANN LABORATORIESSAN FRANCISCO
Pacific Bldg.LOS ANGELES
Hollingsworth Bldg.OAKLAND
Physicians' Bldg.SEATTLE
Green Bldg.**MANUFACTURE OF ALUMS****Census Bureau's Summary Concerning the Industry for 1914.**

Washington, D. C., August 3, 1916.— A summary of the general results of the 1914 census of manufactures with respect to the production of alums has been issued by Director Sam. L. Rogers, of the Bureau of the Census, Department of Commerce. It consists of a statement of the quantities and values of the alum products manufactured, prepared under the direction of Mr. William M. Steuart, chief statistician for manufactures. The figures are preliminary and are subject to such change and correction as may become necessary upon further examination of the original returns.

Classification of the Alums.

The group of chemicals known as alums comprises alum cake, or crude aluminum sulphate; concentrated alum, or crystallized aluminum sulphate; potash, ammonia, and soda alums and all other double sulphates of aluminum

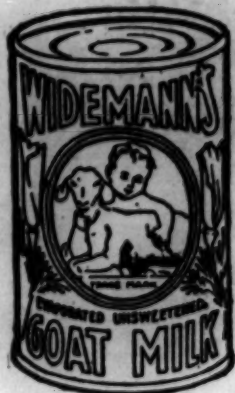
with alkali metals or their isomorphs, such as chrome alum; burnt alum; porous alum, which is effloresced soda alum in various degrees of purity; alumino-ferric cake, or alum cake containing a considerable amount of iron; and aluminum hydrate or hydroxide.

The statistics for the various alums may not in all cases represent the total output of the respective products, nor, as reported at different censuses, be strictly comparable. Some manufacturers do not consider soda alum, which is known in the trade as "C. T. S.," or cream of tartar substitute, as an alum, and hence it may not have been reported as such by some of the concerns producing it, and the same may be the case with respect to other alums.

Establishments Reporting and Value of Products.

Reports were received from 19 establishments that manufactured alums in

Recommend

GOAT MILK11 oz. can
Retail 25c

For Malnutrition of Infants and for Invalids. Invaluable in Tubercular cases. Do this and your customers will become your friends.

We can assist in building up a good business.

Send for our Sales Helps

**Widemann Goat Milk
Laboratories**

Physicians Bldg.

San Francisco

1914, the total production for the year being 313,712,000 pounds, valued at \$3,467,969. This output comprised 142,438,000 pounds reported as aluminum sulphate, valued at \$1,277,836; 23,338,000 pounds of alum cake, valued at \$251,186; 42,562,000 pounds of concentrated alum, valued at \$450,730; 22,629,000 pounds of burnt alum, valued at \$364,656; 12,765,000 pounds of potash alum, valued at \$219,968; 13,995,000 pounds of soda alum, valued at \$254,477; and 55,985,000 pounds of other alums, designated as porous alum, excelsior alum, pearl alum, ammonium alum, and chloride of alumina, valued at \$649,116.

At the census of 1909 there were reported the same number of establishments, 19, with alum products aggregating 276,294,000 pounds, valued at \$3,022,355. The 1914 output thus exceeded that of 1909 by 37,418,000 pounds, or 13.5 per cent., in quantity, and by \$445,614, or 14.7 per cent., in value.

The increase during the five-year period in the annual production of

aluminum sulphate was 41,843,000 pounds, or 41.6 per cent.; of burnt alum, 10,883,000 pounds, or 92.7 per cent.; of soda alum, 5,933,000 pounds, or 73.6 per cent.; and of potash alum, 2,511,000 pounds, or 24.5 per cent. On the other hand, the production of concentrated alum decreased by 12,317,000 pounds, or 22.4 per cent.; of alum cake, by 3,663,000 pounds, or 13.6 per cent.; and of all other alums, by 7,772,000 pounds, or 12.2 per cent.

Location of Establishments.

Of the 19 establishments reported for 1914, 5 were located in Pennsylvania, 3 each in Illinois, Massachusetts, and New York, 2 in Michigan, and 1 each in California, Connecticut, and New Jersey.

There are 592 consumers of tannin in the United States who use annually 625,000 cords of hemlock bark, 290,000 cords of oak bark, and 380,000 cords of chestnut wood.

OIL TO PRESERVE TIES.

The experts have decided that heat and moisture when present at the same time are the forces which cause railroad ties to decay. Results of an experiment begun in 1902 have just been announced. Pine ties, thoroughly seasoned, were immersed in crude California oil heated to 180° and subjected to a pressure of 150 pounds per square inch. The ties absorbed from four to eight gallons each. A large number of these ties are found in sound condition after five years where the same quality of ties, untreated, lasted only two years.—Popular Medicine.

Etymologically.

"Why do you call your place a bungalow?"

"What else could I call it? It looks like a bun; it was built for a gal; it is low enough; the builder bungled all he could, and I still owe on it."

The curse of efficiency is temperament—male or female.

PERSONAL AND DRUG TRADE NEWS

By Our Special Correspondents

Mr. and Mrs. J. G. Muson, of San Jose, spent a pleasant vacation at Pacific Grove. In company with State Treasurer Friend William Richardson, the party motored over to Asilomar. The party included Editor Smith, of the "Review," who acted as guide. Mr. Muson states that this is one of the most beautiful spots in California and an ideal place for the holding of conventions. He hopes that the California Pharmaceutical Association will make use of this ideal spot.

Mr. Munson is one of the well known hustling pharmacists of San Jose. In addition to his regular work he has long manufactured a favored class of remedies, "Ye-ti-va."

F. J. Steinmetz, Palo Alto, spent a pleasant vacation at Lake Tahoe.

H. J. Girot, U. C. '19, spent a pleasant vacation at Monte Rio. He is with Osgood Brothers, Oakland.

F. Lavotti, manager of the Rossi Drug Stores, spent a pleasant vacation at Mountain View Ranch.

Paul Mudgett of Bowman's Drug Store, Fortuna, was a recent visitor in San Francisco.

A. P. Jorgenson, U. C. '16, recently purchased Bowerman's Pharmacy, 2300 Fillmore Street.

E. Preuss, U. C. '18, recently returned from overseas and is with a pharmacy in Paso Robles.

N. J. Piezzi, U. C. '19, of Geary's Pharmacy, Petaluma, recently passed the State Board of Pharmacy with the highest rating.

Mrs. R. E. White, U. C. '10, recently

spent a pleasant vacation visiting friends in the southern part of the state.

Philip Haley, U. C. '19, is with the Red Cross Pharmacy in Eureka.

A. Hitchcock, Salinas, spent his vacation in southern California.

Crete and Zumwalt, proprietors of Willows Pharmacy of Willows, Calif., opened their new pharmacy August 9. This firm have one of the nicest stores in the Sacramento Valley.

Joe Hildreth, owner of Hildreth's Pharmacy, corner 26th and Mission Streets, San Francisco, was recently operated on for appendicitis.

Wm. Molitor, U. C. '12, one of our well known pharmacists, purchased the Karnells Pharmacy, corner Pacific and Mason Streets. We wish Wm. every success.

Dr. Alvin A. Schaw, while closing his drug store on Market Street, was held up by two masked bandits. After being knocked senseless the bandits entered the store and took about fifty dollars in loose change.

A. J. DeMartini recently returned from France and after a short vacation spent in Southern California, is now actively identified with J. P. Michiell, 29th and Mission Streets.

Fred. Matschek, Jr., recently returned from France, is now associated with his father at 20th and Howard Streets.

Burglars recently entered Shumate's Pharmacy on Post Street and made away with considerable merchandise.

J. H. Boyson, owner of Boyson's

Pharmacy, spent a pleasant vacation at Camp Meeker.

little Latins when they come in to purchase gum.

The Remington Medal, given annually by the American Pharmaceutical Association to the one who makes the most notable contributions toward the advancement of Pharmacy, was awarded to Prof. James P. Beal, Dean of the College of Pharmacy of the University of Illinois. This award was made at the recent session of the American Pharmaceutical Association held in New York.

The Unida Drug Company has opened a new store at 3124 Sixteenth Street. Max Sobel is the manager.

W. H. Martin, U. C. '14, is a member of the Sophomore Class of the U. C. Dental College.

J. R. Russell, U. C. '17, recently completed a year of University work at Berkeley and is now a member of the Sophomore Class of the U. C. College of Dentistry.

Mr. Gliebe, U. C. '19, is a member of the Freshmen Class of the U. C. College of Dentistry.

Bert Pennington, U. C. '12, is now the proprietor of the Eugene Machine Works. Recently Bert was discharged from the Navy and decided that more money could be made in machinery than pills, whereupon he took unto himself the aforementioned concern. He will buy any kind of a machine from a donkey engine to Pierce Arrow, paint it up and sell it again at an enormous profit.

Clifton Rose, U. C. '12, is manager of Shumate's Pharmacy at Powell and Sutter streets.

William Mollitor, U. C. '12, has purchased the Karnell Pharmacy, Mason and Jackson streets. Bill is now studying Spanish and Italian in order that he might understand the

Lloyd Hume, U. C. '12, has turned rancher and is the directing head of a company organized to do extensive wheat farming in the Imperial Valley country.

Dr. David B. Levin, U. C. '12, having received his degree in Dentistry has opened elaborate offices in the Flood Building.

H. Winnegar, U. C. '12, proprietor of the Mountain View Pharmacy reports business good. Evidently even a Druggist can make both ends meet in the prune county—for proof Mr. Winnegar exhibits a new six cylinder car.

Harry Strickland, U. C. '13, is connected with the Shumate Pharmacies.

George Done, U. C. '12, is with Coit's Pharmacy, San Jose.

George Pedley, U. C. '11, is with the Owl Drug Co., Oakland, Cal.

Bagley Bros., U. C. '14, are engaged in business in Oakland, where they have a very pretty and well stocked Pharmacy.

Ben Marsh, U. C. '11, is with the Public Drug Co., Stockton.

Max Soebl, U. C. '11, is connected with the No Percentage Drug Co., Market street.

H. Hutchinson, U. C. '17, is the proprietor of the Roseville Pharmacy, Roseville.

George J. Moore is well established in business in Berkeley. This year George is sending his younger sister to College in order that she might learn the where and the whyfore of Pharmacy. When she completes her course, George will have more leisure

to devote to his favorite pastime—Golf?

G. Vischi, U. C. '12, is now practicing medicine.

Carl Eggers, U. C. '11, since returning from France has joined with his father in the manufacture and distribution of carbonated waters and allied products. The new firm contemplates greatly enlarging the business and Carl will become the managing director of the firm. Before entering the war Mr. Eggers was owner of the Eggers Pharmacy at the corner of Divisadero and Page streets, where he made a great success of his business. We predict the new firm will be one of the largest of its kind in San Francisco within a few years.

COLLEGE NEWS

The forty-eighth annual session of the California College of Pharmacy opened September 3, 1919 with President Gastan E. Bacon presiding.

In order to give the incoming students an idea of the completeness of the study of one drug, a brief summary was given by each of the professors on Alcohol.

Dr. H. B. Carey gave the Botanical side, together with the physiological effects, which included the local and general action of Alcohol.

Professor F. W. Nish discussed the drug from a Pharmaceutical standpoint. He explained the manufacture and the impurities that must be watched for in the production of Alcohol. He also discussed the Pharmaceutical uses, the percentage strength, together with the Specific Gravity.

Dr. H. M. Simmons discussed the poisonous effects of the drug and told of the remedies used for antidotes in case of poisoning.

Dr. H. R. Wiley explained the

Eighteenth Amendment together with a thorough description of its contents.

The announcements were next made by the Dean, Professor Green, and the students were dismissed for the day.

Professor F. T. Green gave a thorough discussion upon the chemistry of Alcohol and the chemical manufacture together with the equations for the same. He also gave the test for impurities.

Among the service men who have returned to the college to complete the course are Ewell Scott, William F. Ward, Lafayette Burns, Elmer G. Conn, Hubert Gaskins, R. C. Knowlton, Gus Ross, Jas. Walker, E. G. Mahoney, and E. Vogelmann.

The Junior Class (1921) had their first meeting September 12, 1919, and installed the following officers: President, Henry Lille; Vice President, D. P. Glick; Treasurer, J. F. Verdi; Secretary, Miss L. F. Bigelow; Sergeant-at-Arms, B. W. Childs.

On Wednesday evening, September 4, 1919, the faculty, junior students and members of the Alumni were guests at a smoker given by the Phi Delta Chi Fraternity at the home of Dr. Simmons. Various games of cards were played and the lucky ones carried away the handsome prizes. Later in the evening delicious refreshments were served. There was plenty to eat and smoke. The music was enjoyed by everyone. The genial hostess and host, Dr. and Mrs. Simmons, helped to make the evening enjoyable in many ways.

Professor F. W. Nish motored down to San Bernardino County and spent two months of his vacation visiting relatives and friends.

With the opening of college a great many men returning from service, the Seniors had their first meeting with lots of pep. The following were elected to office: President, R. C.

Knowlton; Vice President, S. M. Terrill, Jr.; Secretary, Miss H. Mudgett; Treasurer, Gus Ross.

Mr. J. Swim (21) editor of the American Registered Pharmacist's Journal, has accepted a position with Wilson's Pharmacy.

Mr. C. L. Weaver, U. C. '12, has recently taken employment with Shumate's Pharmacy at Sutter and Powell Streets.

Mr. D. V. Bagley, U. C. '18, of the Rockridge Pharmacy, Oakland, is spending a couple of weeks fishing and hunting at his home in Ione.

Mr. Clarence Whittaker, U. C. '20, has recently accepted a position at the Excelsior Pharmacy.

Mr. A. F. Hemphill, U. C. '13, manager of the No-Percentage Drug Co. on Fillmore St., has just returned from a visit to his folks in Porterville.

Mr. Philip Haley, U. C. 19, returned to his home in Eureka and has accepted a position with the leading drug store of the town.

Mr. Francis Gliebe, U. C. 19, has entered the College of Dentistry. He is doing relief work in a drug store at night.

On Thursday morning, September 18, the first meeting of the Student Body took place. An election was held and the winners were given a close run. Three of the six elected officers won by one or two votes. The following were elected: President, Hubert Gaskins; Vice President, Mr. Greaver; Treasurer, E. G. Mahoney; Secretary, Miss M. Eckhoff; Sergeant-at-Arms, L. Burns.

The Phi Delta Chi Fraternity is progressing rapidly. The opening of the fraternity house is expected in the near future. Among the men pledged are: C. P. Avenall, M. O. Overmann, H. Smith, L. V. York, D. S. Oliver,

J. E. Howe, R. A. Green and C. Fithian.

Miss Grace Wigg arrived in San Francisco September 11, after a long journey from Alaska.

Mr. Winans and Mr. Piezzi, U. C. 19, have both returned to their home town, Petaluma, for a rest after their year's work at college.

Mr. Alvan Deacon, U. C. '19, is now employed at Shumate's Pharmacy in the Southern Pacific Building.

Norma C. Wells, U. C. '20, is now employed at the Owl Drug Store on Mission Street.

J. S. O'Callaghan has been re-elected president of the California State Board of Pharmacy. H. J. Fenger of Santa Barbara is vice president, and E. J. Molony of San Francisco is treasurer. The board will meet in San Francisco on October 13 and in Los Angeles October 6.

A "get together" party was given at the home of Miss Margaret Eckhoff, 18 Ramona street, recently, that the senior and junior girls might get acquainted. The evening was greatly enjoyed and many plans were made for the college year.

Miss Grace Wigg and mother have just returned from Alaska. Miss Wigg is a popular coed at the college and is a member of the class of 1920.

Miss Helen Mudgett, U. C. '20, was recently elected secretary of the senior class.

Many young men who were called into the Service are back this year to finish their courses. We note Messrs. Noltner, Ross, Ward, Burns and Conn.

Miss Josephine Lambert, U. C. '20, has returned to college and is employed in a pharmacy in Oakland.

P-W-R**CODEINE****QUININE SULPHATE****MORPHINE SULPHATE****BISMUTH SUBNITRATE****STRYCHNINE****ACID CITRIC****MERCURIALS****IODIDES****ACETANILIDE****ACETPHENETIDIN****Acid Acetylsalicylic****SALOL**

A Full Line of Chemicals for the
Arts and Sciences Supplied at
Lowest Ruling Prices by
All Jobbers and Whole-
sale Druggists.

SPECIFY

"P-W-R Original Packages"**Powers-Weightman-Rosengarten Co.****MARKET LETTER**

By F. W. DESSEL

During the month there have been no marked or alarming changes in the general market. Business continues to be quite lively for this season of the year. The price of crude carbolic acid has taken a sharp advance of approximately from twenty to twenty-five cents in pound containers. Although the Government surplus of 40,000,000 pounds has been sold to two large manufacturing pharmaceutical concerns, yet we are not likely to see any material reduction in prices.

With the autumn trade picking up we may look for slightly increased prices in many of the common drugs and pharmaceuticals. Glycerine and citric acid are both very firm. Because of the temperance movement in this country there has been an enormous demand for citric acid. Ergot is still very firm, and the little we receive comes largely from Spain. Golden Seal is strong. Ginger is scarce and not sufficient to meet the demand. The narcotic drugs are being shipped in large quantities to foreign countries. The price of opium, however, is lower now than at any time for several years. Much of it recently obtained at Constantinople sold from \$3 to \$5 a pound. At this rate we shall expect to see a considerable decline in morphine and codeine. Menthol has advanced. Peppermint oil is very firm. Oil turpentine is quite firm. Rosins are scarce and high.

The following recently advanced:

Benzoic acid, citric acid and stearic acid, balsam tolu, fish berries, flaxseed, quince seed, santonin, sodium iodide, terpin hydrate.

Declined—Wool fat, arnica flowers, caffeine, calcium phosphate, canary seed, cantharides, creosote, guaiacol, thymol and levant wormseed.

The only thing most of us have been saving is a little daylight, and now Congress has taken that away.

FORMULAS

Glove Cleaning Powder

The following has been frequently recommended:

White bole.....	600 parts
Orris Root.....	300 parts
Marseilles Soap.....	75 parts
Borax	20 parts
Ammonium Chloride.	25 parts

All the solids must be dry and in fine powder. Mix thoroughly.

To use, dampen the gloves, then dust on the powder and rub in well. When dry, rub off the residual powder.

Polishing Powder for Hard Metals

The following are not new, but they give good results:

1

Infusorial Earth.....	80 parts
Tin Oxide.....	30 parts
Pipe Clay.....	30 parts
Tartaric Acid.....	3 parts

Powder the several ingredients and mix thoroughly.

2

Infusorial Earth.....	28 parts
Pipe Clay.....	40 parts
Sodium Hyposulphite.	3 parts
Iron Oxide.....	2 parts

Powder and mix.

Mucilage Pencils

Dextrin	28 parts
Water	32 parts
Glue, best.....	54 parts
Zinc, White.....	4 parts
Glucose	160 parts

Add the water to the dextrin and warm the mixture until the dextrin is dissolved. Then pour the solution on the glue and sift in the zinc white. Let the whole stand over night. In the morning place the mixture on the water-bath and heat with frequent stirring until the mass is homogeneous. In the meantime, warm the glucose until it is of the consistency of thin glue; then add it to the mass on the water-bath and stir it in thoroughly. The liquid mass is cast in rods or sticks, which need only to be moistened

to furnish a glue of excellent adhesiveness.

Mouth Wash for Children

The following is a favorite prescription with a number of physicians. It was first recommended by Dr. Hesse in the Deutsche Medizinische Wochenschrift a few years ago:

Sodium Salicylate...	2 grams
Sodium phosphate...	2 grams
Water	300 grams
Peppermint Oil.....	5 drops

Mix. The wash may be used morning and evenings.

Peroxide Mouth Wash

The Chemist and Druggist gives the following for an oxygen-yielding mouth wash:

Thymol	0.5 gram
Menthol	0.5 gram
Tincture of Rhatany.....	30.0 grams
Alcohol	50.0 grams
Sol. of hydrogen peroxide.	120.0 grams

A few drops of this mixture are to be added to a tumblerful of water for use as a mouth wash.

No. 470

Bismuth Cream

Bismuth Subnitrate...	4 gm.
Zinc Oxide.....	8 gm.
Olive Oil.....	120 mils
Lime water, a sufficient quantity	

To make..... 240 mils

Note: Very soothing in sunburn and erythema.

Bosmer's Salicyl-Naphthol Paste

The following formula has been widely used in the preparation of a paste, used successfully in Great Britain, in the treatment of psoriasis and eczema and various similar skin diseases.

Naphthol	5 Gm.
Salicylic Acid.....	5 Gm.
Resorcin	5 Gm.
Sulphur	25 Gm.
Starch	25 Gm.
Petrolatum	25 Gm.
Soft Soap.....	25 Gm.

It is applied, without bandage, several times daily.

5

Castile Soap, white, old, dry. 100 parts
Water 75 parts
Tincture of Quillaia..... 10 parts
Ether, Sulphuric..... 10 parts
Ammonia Water FF..... 5 parts
Benzine, Deodorized..... 75 parts

Melt the soap, previously finely shaved, in the water, bring to a boil and remove from the fire. Let cool down, then add the other ingredients, incorporating them thoroughly. This should be put up in collapsible tubes or tightly closed metallic boxes. This is also useful for clothing.

Toothache Wax.

S. E., Chicago, Ill.

Paraffin 3 av. ozs.
Burgundy pitch 3 av. ozs.
Oil of clove 1 av. oz.
Carbolic acid 1 av. oz.

Melt the paraffin and pitch together and add the other ingredients when nearly cold, mix with cotton and cut into short rods, wrap in thin waxed paper and keep in small bottles.

Brown's Hair Dye.

T. B. F., Biddeford, Me.

Pyrogallic acid 225 grs.
Sodium sulfite 38 grs.
Alcohol 1 fl. oz.
Water 3 fl. ozs.

Shampoo Powders.

S. E. M., Dallas, Texas.

Granulated soap 2 ozs.
Borax powder 2 drs.
Potassium carbonate 1 dr.
Sodium bicarbonate 1 dr.
Oil of rosemary 20 drops

Mix well, divide into 20 powders, wrapping in waxed or paraffined paper.

Counterfeit Coin Detector.

A. M., Washington, D. C.

Silver Nitrate 24 grs.
Nitric acid, pure 15 drops
Distilled water 1 fl. oz.

Mix and dissolve. Apply a drop to the suspected coin by means of a glass rod. If any other metal than silver is present in larger quantities than the standard United States alloy, a black spot or stain will be produced on the coin.

Non-Copying Blue Ink.

A. M., Washington, D. C.

Phenol blue 3 F (coal-tar dye).... 100 grs.
Water 28 fl. ozs.
Nutmeg ink body II. 38 fl. ozs.
Carbolic acid 30 m

Prepare like alizarin non-copying ink, No. 1.

Liniment, Chloroform. Special

G. W. S., Louisville, Ky.

Camphor 2 av. ozs.
Capsicum, powder..... 1/2 av. oz.
Oil of origanum..... 1 fl. oz.
Oil of hemlock 1 fl. oz.
Oil of sassafras..... 2 fl. drs.
Oil of cajeput..... 2 fl. drs.
Oil of turpentine..... 1 fl. dr.
Alcohol 16 fl. oz.

Mix, macerate for 14 days, and filter in a well-covered funnel.

This is recommended for both external and internal use. It is used in chronic rheumatism, bruises, sprains, chilblains, lameness, etc. In ordinary cases, rub in well several times, then wrap in warm flannel. Internally take 20 drops on sugar. In severe and obstinate cases, bathe the parts as directed, apply flannel, and keep the latter moist with the liniment. In case of toothache apply a small quantity of the liquid to the hollow of the tooth on a piece of cotton. If the face is swollen, apply some of the liquid externally.

Nerve and Bone Liniment

W. A. M., Glasgow, Ky.

Oil of origanum..... 1 fl. oz.
Oil of rosemary..... 1 fl. oz.
Oil of amber 1 fl. oz.
Oil of hemlock..... 1 fl. oz.
Oil of turpentine..... 32 fl. ozs.
Linseed oil 16 fl. ozs.

Color with alkanet.

It has been reported that physicians are about to walk out and to strike for an eight-hour day, forty-eight-hour week, double fees for overtime, triple time for Sunday, obsteric cases Wednesdays and Saturdays only and hemorrhages to occur in the a. m. only.

CLASSIFIED.

This Department is free to Druggists, Drug Clerks, Doctors, Dentists, Chemists, Veterinarians and Nurses. Make your wants known and we will do our best to see that you get results:

EXCHANGE—For a good paying Drug Store in a prosperous town, anywhere in California, country preferred, 50 by 140 ft. lot, in fine residential district of San Diego, or 160 acre ranch, uncultivated, with plenty of water, six miles west of Ramona. If interested, write to: W. F. Belcourt, Druggist, Angels Camp, Cal.

WANTED—To hear from owner of good drug store for sale. Send price and full particulars to D. F. Bush, Minneapolis, Minn.

SPECIAL ATTENTION—If you want to sell your drug store, or buy one in any State, or want any kind of position, or need any kind of an employee, or need a Doctor, Dentist or Veterinarian, write F. V. Kniest, R. P., Bee Bldg., Omaha, Nebr. Estab. 1904.

The F. A. Weck Drug Store Exchange, 501 Third avenue, San Francisco, submits the following:

DRUG STORE in thriving Oregon town, doing a good business. Owner about to retire on account of advanced age. Value of stock and fixtures, \$7,700, or inventory; would consider part cash and term payment for balance. F. A. Weck Drug Store Exchange.

DRUG STORE in San Francisco in thickly residence district. Owner has outside business, reason for selling. Daily sales, \$22.50; rent, \$32.50. Price \$3750. F. A. Weck, 501 3rd Ave., San Francisco, Cal.

NEVADA COUNTY. Store doing large prescription business. Rexall and Eastman's agency. Good all the year business; summer and winter resorts. Price, \$5,500.

DRUG STORE for sale, San Jose, \$3000. Good location, clean stock, good business and small expenses.

SMALL DRUG STORE in San Jose doing fair business and improving. Owner in ill health and must retire. Stock and fixtures valued at \$1600.

DRUG STORE for sale, Sacramento, \$8000. Money-making business, well established and good location. Good opportunity for a live man with sufficient capital.

DRUG STORE for sale in Santa Cruz Co., \$2000. Old established drug store in one of the best towns in California. Good opportunity for active man. Owner wants to retire on account of old age.

DRUG STORE at Sunnyvale, Santa Clara County, Calif. This store is well established and doing business on \$8,000 per year. Sunnyvale is a flourishing fruit packing center and some manufacturing establishments. The store is now being managed by the widow and daughter of the late Dr. Patterson. Stock and fixtures valued at \$5,000; rent \$25 per month. An energetic druggist could do well here. For particulars apply to F. A. Weck, 501 Third Avenue, S. F.

DRUG STORE in the City of Stockton, Calif. One of the best business centers of the State. Store well stocked; up-to-date; will invoice \$13,000; daily sales \$60. For particulars apply to F. A. Weck, 501 Third Ave., San Francisco.

DRUG STORE in Oregon town (county seat). Owner must sell on account of ill health. Will sacrifice stock, \$3500. This is an exceptional opportunity for an active man—only drug store in town, also fine residence at \$4000 optional, may consider clear real estate exchange.

DRUG STORE in San Jose, Cal. Clean stock, modern fixtures. Owner will sell at discount from inventory as other business requires his attention.

DRUG STORE in Sacramento County, good town; owner wants to retire on account of old age. Good opening for doctor-druggist. \$2500.

DRUG STORE in one of the most progressive cities in California, is offered for sale on account of failing health of owner. The store is new and up-to-date in every particular. Now doing business of \$100.00 per day and improving. This is an exceptional opportunity for one or two live druggists. Price, \$16,000. Would accept ten or twelve thousand dollars in cash and terms on balance. For full particulars apply to F. A. Weck, 501 Third Avenue, S. F.

FOR SALE—Drug store at Larkspur, Marin County, for sale owing to death of owner, and widow must sell. Larkspur and vicinity has about five hundred population and good country trade. A popular summer resort. A splendid chance for a druggist or doctor druggist to build up a prosperous business. Modern fixtures and stock valued at \$2500; the store has been established about three years. Rent of store and six-room flat \$30 per month. The store will be sold at a sacrifice. If interested call on F. A. Weck, 501 3rd Ave., San Francisco, Cal. Make appointment to see the store. Any reasonable offer will be considered.

DRUG STORE WANTED—We have a client wanting to buy a good drug business in one of the bay towns. Business must be on a good paying basis, sufficient to satisfy the employment of a registered pharmacist and a boy. Good location, clean stock and modern fixtures. State particulars. Address, F. A. Weck, 501 3rd Ave., San Francisco, Cal.

DRUG STORE of the late M. E. Selzer, at Menlo Park, is offered for sale to close estate. This store has been in operation for 28 years and is now doing a good business; located in the heart of the best residential section of Santa Clara Valley. Only drug store in town. Will sell stock at inventory and appraise the fixtures. This is an exceptional opportunity. Stock and fixtures about \$5000. For full particulars apply to F. A. Weck, 501 Third Avenue, S. F.

DRUG STORE at Upper Lake, Lake County, Calif. This store is for sale on account of the death of the owner, Dr. Reynolds. The store is well established, and doing a fair business, which could be much increased with additional stock and a managing owner. Very light expense. Stock valued at \$1800. For particulars apply to F. A. Weck, 501 Third Avenue, S. F.

DRUG STORE at Blue Lake, Humboldt County, Calif. Located in the lumbering section. Town population 600; stock \$1500; rent \$10. Owner doing business in Eureka; cannot attend to this branch and will sell at a bargain. Good opening for a man with limited capital. Apply to F. A. Weck, 501 Third Avenue, S. F.

DRUG STORE at Sisson, Siskiyou County, Calif. This store is offered for sale on account of the owner not being a graduate in Pharmacy. The store is well established and doing good business. Stock and fixtures \$3,000. Daily sale \$30; rent \$30. Business could be much increased by owner being a pharmacist. Apply to F. A. Weck, 501 Third Avenue, S. F.

DRUG STORE out of San Francisco. Invoice price about \$4000; daily sales, \$25 to \$30; good agencies and growing business. For particulars see F. A. Weck, 501 3rd Ave., San Francisco, Cal.

If interested in the above list of business opportunities, address F. A. Weck Drug Store Exchange, 501 Third avenue, San Francisco, Cal.

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FOR SALE

Twelve acres of very rich orchard land, two miles from Hayward and five miles from Oakland, Cal.

Seven acres in Belladonna; \$1000 per acre, including Belladonna crop.

ALBERT SCHNEIDER,
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441 SUTTER STREET

Between Powell and Stockton Streets

Surgical Instruments
Hospital Furniture

Elastic Hosiery
Abdominal Supporters
and Trusses

Laboratory Supplies

Inside Dope.

(To the physician who recommended the removal of the large intestine as a means of prolonging life.)

Fare thee well! and, if forever,

Large intestine, fare thee well!

A physician says that I can

Do without thee just as well.

Furthermore, he says without thee

I shall live a longer life.

Hurry with the anaesthetic!

Hasten with the carving knife!

Soon, O useless large intestine.

When the germ of age doth grow,

You may meet with the appendix,

That I lost some time ago!

In the wond'rous realm of science

Such astounding things befall,

Soon it may become the fashion

To have no inside at all!

—*Cartoons Magazine.*

The Poor Alienist.

It takes a pretty sharp lawyer to get a statement out of an eminent alienist that a horny-handed juror can understand.—*Birmingham Age-Herald.*

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All the valves—cocks—tees—pipes and connections—both for inlet and outlet plumbing "to the floor line" are all furnished and installed on Walrus WHITE-ICELESS Soda Fountain Interiors. You will never fully appreciate this feature until you buy a Soda Fountain without it. Otherwise the plumber will have to measure, cut and fit, also send to the shop for more tools or help. Possibly it will be the first Soda Fountain he ever tried to "pipe." Will it be done as you would wish? Our answer is—We furnish these plumbing parts because it means satisfaction and economy to you. It is but one of many ways wherein we safeguard your interests. Competitive Fountains are conspicuous by the absence of this one great feature of "installed" plumbing.



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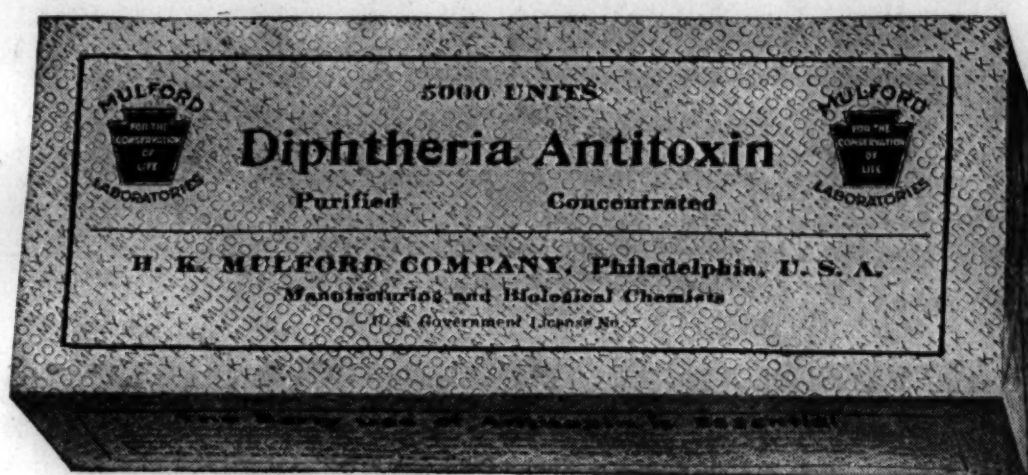
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 42 First St.,
 San Francisco, Calif.

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 304 S. Los Angeles St.,
 Los Angeles, Calif.

Wood & Company, Inc.,
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Reduced Prices on Mulford Diphtheria Antitoxin



Note these new prices now in effect

1000 units, in syringe . . .	\$0.75
3000 units, in syringe . . .	2.00
5000 units, in syringe . . .	3.00
10,000 units, in syringe . . .	5.00

You should feature Mulford Antitoxin because—

- It has been the premier Antitoxin for 25 years
- It is first choice of most physicians
- It is nationally advertised
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- It is purified and concentrated
- It is high in potency
- It is low in total solids
- It is same density as the blood
- Its dosage and sterility are guaranteed
- It insures satisfied customers

Follow the line of least resistance to increase your sales of antitoxin, and other biologicals—sell **Mulford Products** (Antitoxins, Serums, Sero-bacterins, Bacterins, Vaccines, etc.)—the most complete line under one label.

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The Druggist and Influenza

IN all probability there will be a recurrence of influenza the coming fall and winter. The history of previous epidemics warrants this conclusion.

How can the druggist co-operate with physicians and boards of health to prevent a repetition of the loss of life that attended the siege of a few months ago? By urging preventive vaccination.

Influenza-Pneumonia Vaccine (Prophylactic) was extensively used in the last epidemic. Statistics show that it materially reduced the number of cases of influenza and pneumonia.

We are advertising Influenza-Pneumonia Vaccine (Prophylactic) to physicians all over the United States—through our detail men, salesmen and the medical press. You will doubtless have many calls for it.

Influenza-Pneumonia Vaccine (Prophylactic)

- Bio. 632. Package of three bulbs.
- Bio. 633. Package of three syringes.
- Bio. 634. Package of one 5-mil vial.
- Bio. 635. Package of one 20-mil vial.

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